

Trademark Guidelines

1. Introduction

We support and encourage ideas and creative works that use and supplement Twitch Guru's Brand Assets (meaning Twitch Guru's trademarks, logos, trade dress, web pages, copyrighted designs, original content, or other brand assets), but we're required to protect our reputation and brand identity.

If there is express language on this page stating that you can use particular Twitch Guru Brand Assets, advance written permission is not necessary. By using Twitch Guru Brand Assets you agree to follow these guidelines, Twitch Guru's Terms of Service, and all other Twitch Guru rules and policies, and, in situations where Twitch Guru provided express permission, any other terms associated with that permission. Twitch Guru reserves the right to cancel, modify, or change any permissive uses under these guidelines at any time at its sole discretion.

2. Questions

- If you have any questions regarding these guidelines, please contact Support.
- If you are a licensee of a Twitch Guru Brand Asset, please consult your agreement as it may contain special terms or terms different than our general guidelines. You are required to follow your agreement regardless of the terms below.
- If you are a Twitch Guru Partner and have a question about using Twitch Guru Brand Assets under your agreement, please contact your Twitch Guru business partner.
- If you've found a website that uses a Twitch Guru Brand Asset inappropriately, we'd like to hear about it, please report to info@twitchgurultd

3. General Usage Guidelines

(i) **Do** use Twitch Guru's trademarks only as an adjective and never as a noun or verb.

(ii) **Do** provide a reference to Twitch Guru as the source whenever and wherever possible, or to make a point about compatibility ("Compatible with Twitch.tv").

(iii) **Don't** modify or alter Twitch Guru Brand Assets in any way, such as changing the colour or design of our logos, app icons, or screen shots.

(iv) **Don't** incorporate Twitch Guru's Brand Assets, or variants, in domain names, social media accounts, corporate names, app names, or as a part of any on-line or in person event (including community events or meet-ups), unless we have given express permission

(v) **Don't** combine Twitch Guru Brand Assets as part of a name of a product or service.

(vi) **Don't** use Twitch Guru Brand Assets in a way that suggests an affiliation, partnership, sponsorship or endorsement by or with Twitch Guru.

(vii) **Don't** include Twitch Guru Brand Assets in editorial content that suggests it's been authored by, or represents the views or opinions of, Twitch Guru or any Twitch Guru personnel or affiliate.

(viii) **Don't** present Twitch Guru Brand Assets in a manner that is misleading, defamatory, libellous, obscene, infringing or otherwise in a manner that violates the spirit of Twitch Guru.

(ix) **Don't** use Twitch Guru Brand Assets on material that infringes the trademark, copyright or any other rights of any third party.

(x) **Don't** infringe, derogate, dilute, or impair the rights of Twitch Guru in the Twitch Guru Brand Assets.

4. Specific Usage Guidelines

Logos

We generally do not approve the use of the Twitch Guru logos in third-party marketing materials. This includes online and offline advertising collateral such as:

- Client and referral lists
- Sales presentations
- Print, broadcast, outdoor or online ads
- Product demos
- Signage
- Trade show booths
- Websites

Apparel

You may not:

(i) **Don't** use any Twitch Guru Brand Assets on your apparel.

(ii) **Don't** use any Twitch Guru Brand Assets on any merchandise or manufactured items. This includes uploading images of such products on 3rd party printing or production sites.

(iii) **Don't** use any Twitch Guru Brand Assets on your business card to indicate any employment or business relationship with Twitch Guru.

(iv) **Don't** use any Twitch Guru Brand Assets on your Emotes. Twitch Guru and/or third parties own rights such as copyrights, trademarks, and/or rights of publicity in emotes on Twitch. Please note that in addition to us, the use of an emote may require permission from such third parties.

(v) Don't use of Twitch Guru Brand Assets, in whole or in part, as a domain name or user name. This prohibition extends to the name of a business, product, or service.

In-Game Items

We're happy to consider these arrangements, but they will need to be subject to a separate agreement. Please send us:

- Description of how Twitch Guru Brand Assets will be used within the game, and a summary of the game.
- Mocks or other visuals showing how you intend to present Twitch Guru Brand Assets.
- Any permission for such uses will be subject to a separate written agreement between Twitch Guru and you.

Commercials, TV programs, Films, or Articles

If you are looking to use Twitch Guru Brand Assets as part of an article, in a film, or within a broadcast program—contact us. We are receptive to those requests. Please include the following information with your request:

- Description of how Twitch Brand Assets will be used.
- Visual mock-ups or screenshots of how you intend to present Twitch Brand Assets.

- Summary of the project or article.

Legal Language

Twitch Guru reserves the right to change the appearance of the Twitch Guru Brand Assets at any time without notice. Any use of the Twitch Guru Brand Assets shall inure to the benefit of Twitch Guru. By using the Brand Assets pursuant to Twitch Guru's approval, you acknowledge Twitch Guru's ownership of all Brand Assets and warrant that you will not take any action which is inconsistent with Twitch Guru's ownership. Strict compliance with these guidelines is required at all times, and any use of the Twitch Guru Brand Assets in violation of these guidelines will automatically terminate any license related to your use of the Twitch Guru Brand Assets.

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